

WHAT IS CLAIMED IS:

1 1. A method of disseminating information concerning a product
2 both of which are to be perceived by a consumer, said method comprising steps of:
3 creating a database containing said information;
4 transmitting said information to a site remotely disposed with respect
5 to said database; and
6 providing a perceivable stimulus, from said information, to said
7 consumer upon said consumer being positioned proximate to said product, with said
8 stimulus being associated with said product.

1 *Sub C27* 2. ~~The method as recited in claim 1 wherein said providing step is~~
2 repeated multiple times and further including a step of quantifying said multiple
3 times, defining statistical data.

1 3. The method as recited in claim 1 wherein said transmitting step
2 includes forming, from a subportion of said information, a distribution database
3 having content data, with said content data being defined by said stimulus.

1 4. The method as recited in claim 1 wherein said stimulus is
2 dependent upon predetermined criteria of said ambient proximate to said product.

1 5. The method as recited in claim 1 wherein said stimulus is
2 selected from the set consisting of auditory, visual, olfactory and tactile.

1 6. The method as recited in claim 2 further including a step of
2 conveying said statistical data to said database.

1 7. The method as recited in claim 3 wherein said distribution
2 database includes a distribution file and further including a step of compressing said
3 ~~distribution file and distributing said distribution file to said site via satellite.~~

1 8. The method as recited in claim 1 wherein said site is disposed a
2 predetermined distance from said product to maximize association of said stimulus
3 with said product.

1 Sub
2 9. The method as recited in claim 1 wherein said information
3 concerns a plurality of differing products and said transmitting step includes
4 transmitting said information to a plurality of sites remotely disposed with respect to
5 said database, with a subset of said sites corresponding to differing products, with
6 each of said sites of said subset providing a perceivable stimulus associated with the
7 product corresponding thereto and distance between said sites of said subset being
8 established to minimize displacement of the stimulus associated with each of said
subset of sites.

1 Sub
2 10. A method of disseminating information concerning multiple
3 products, with said products and said information to be perceived by a consumer, said
4 method comprising steps of:
5 creating a database containing said information;
6 transmitting said information to a plurality of sites remotely disposed
7 with respect to said database, with a subset of said sites corresponding to differing
8 products; and
9 providing a perceivable stimulus, from said information, to a consumer
10 positioned proximate to one of said plurality of sites, with said stimulus being
associated with one of said multiple products.

1 Sub
2 11. The method as recited in claim 10 wherein said providing step
3 is repeated multiple times and further including a step of quantifying said multiple
times, defining statistical data.

1 12. The method as recited in claim 10 wherein said creating step
2 further includes steps of accumulating content associated with a subgroup of said

3 multiple products and associating said content with predetermined parameters, said
4 parameters including group definitions and date ranges.

1 13. The method as recited in claim 12 wherein said transmitting
2 step includes forming a distribution database having a plurality of records, said
3 records including a subportion of said content and corresponding to a server address,
4 with a subpart of said plurality of sites being associated with said server address.

1 14. The method as recited in claim 13 wherein said transmitting
2 step further includes steps of creating from a subset of said plurality of records, a
3 distribution file and compressing said distribution file and distributing said
4 distribution file to said site via satellite.

1 15. The method as recited in claim 14 wherein said site is disposed
2 a predetermined distance from said product to maximize association of said stimulus
3 with said product.

1 16. A computer program product comprising:
2 computer code for creating a database of information concerning
3 multiple products;
4 computer code for transmitting said information to a plurality of sites
5 remotely disposed with respect to said database, with a subset of said sites
6 corresponding to differing products; and
7 computer code for providing a perceivable stimulus, from said
8 information, to a consumer positioned proximate to one of said plurality of sites, with
9 said stimulus being associated with one of said multiple products.

1 17. The computer program product of claim 16 wherein said
2 perceivable stimulus is repeated multiple times and further including computer code
3 for quantifying said multiple times, defining statistical data.

1 *Sub 37* 18. The computer program product of claim 16 further including
2 computer code for accumulating content associated with a subgroup of said multiple
3 products and computer code for associating said content with predetermined
4 parameters, said parameters including group definitions and date ranges.

1 19. The computer program product of claim 18 wherein said
2 computer code for transmitting further includes computer code for forming a
3 distribution database having a plurality of records, said records including a subportion
4 of said content and corresponding to a server address, with a subpart of said plurality
5 of sites being associated with said server address.

1 20. The computer program product of claim 19 wherein said
2 computer code for transmitting further includes computer code for creating from a
3 subset of said plurality of records, a distribution file, computer code for compressing
4 said distribution file and computer code for distributing said distribution file to said
5 site via satellite.

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